



U.S. Small Business
Administration



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Marketing and Selling to the Federal Government

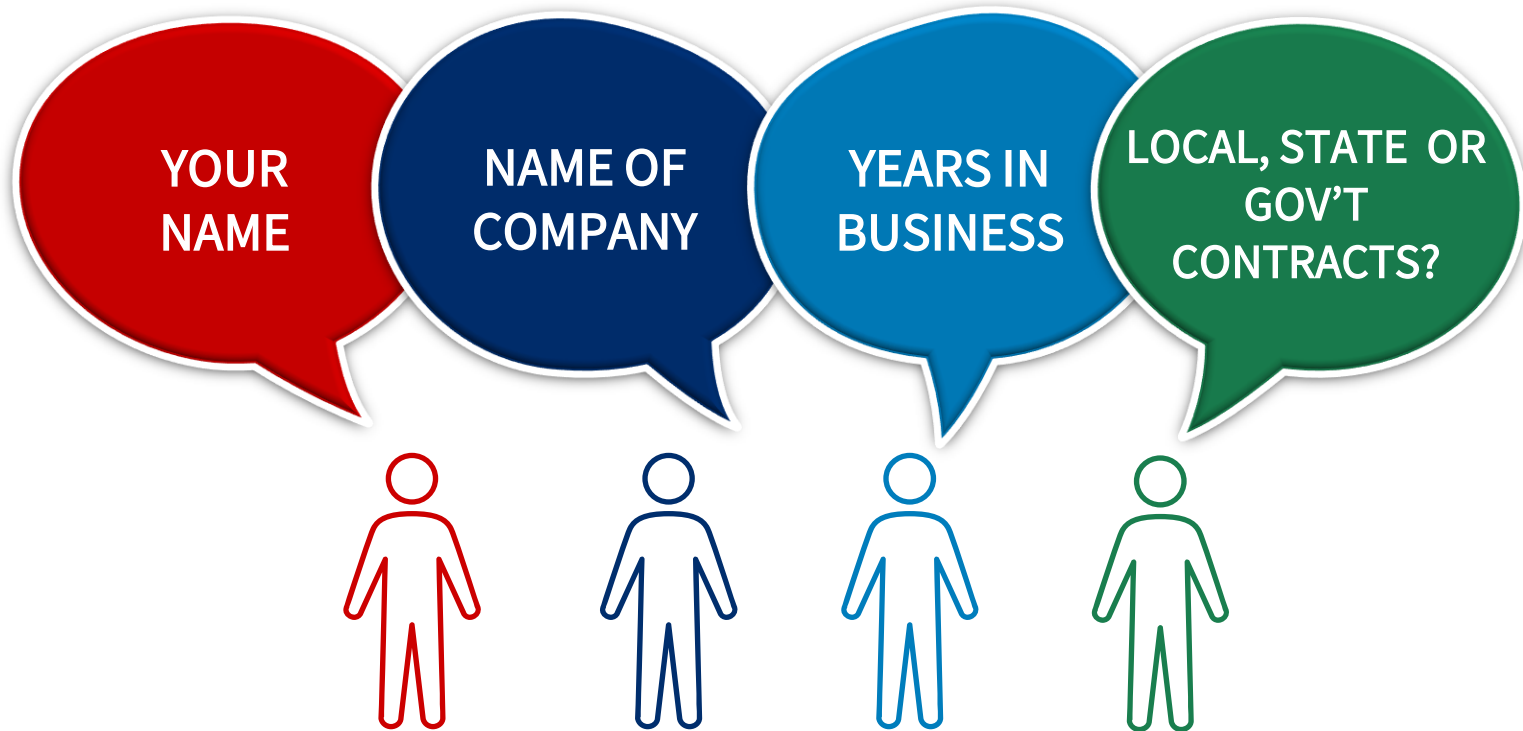


U.S. Small Business
Administration

Course Objectives

- Government Contracting Suitability
- How the Government Buys Goods and Services?
- Marketing Your Business & Identifying Federal Opportunities
- Prime and Subcontracting
- How the Government Can Help

Introductions



Government Contracting Suitability

Are You a Small Business?

Size Standards

Determined by NAICS industry codes

Business Type

Sole proprietorship, partnership, corporation, or any other legal form

Location

Operates primarily within the U.S.

Size Restrictions

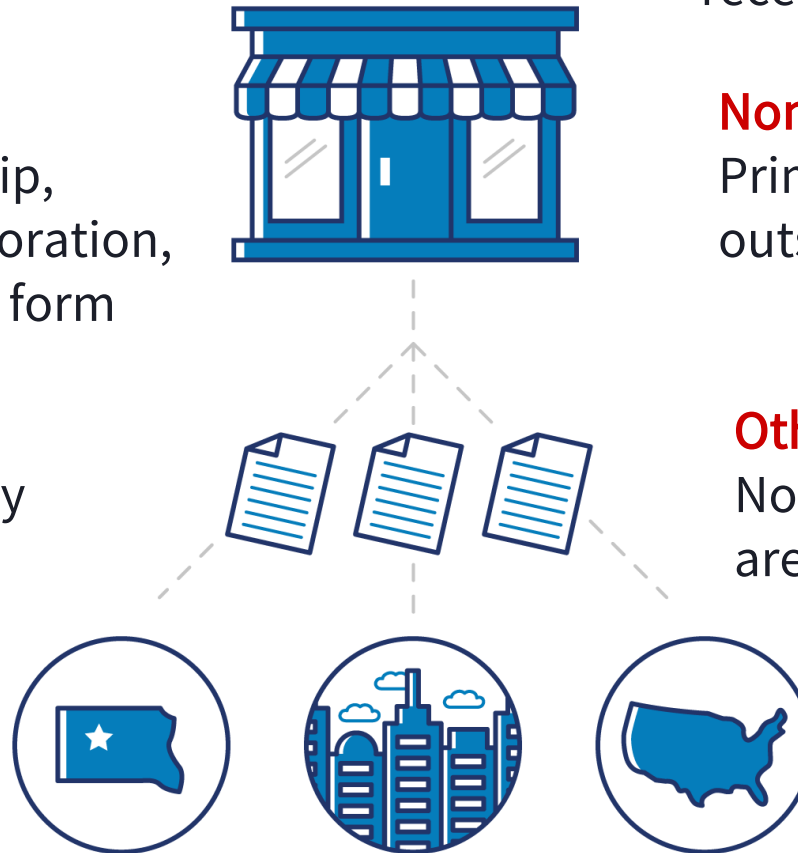
Average number of employees or annual receipts

Non-Qualified Business

Primary operations outside the U.S.

Other

Non-profit businesses are not considered



Do You Know Your NAICS Codes and Size Standards for Your Industry?



NAICS codes define establishments and are used for administrative, contracting, and tax purposes



SBA size standards using NAICS as their basis apply to all Federal government programs, including procurement



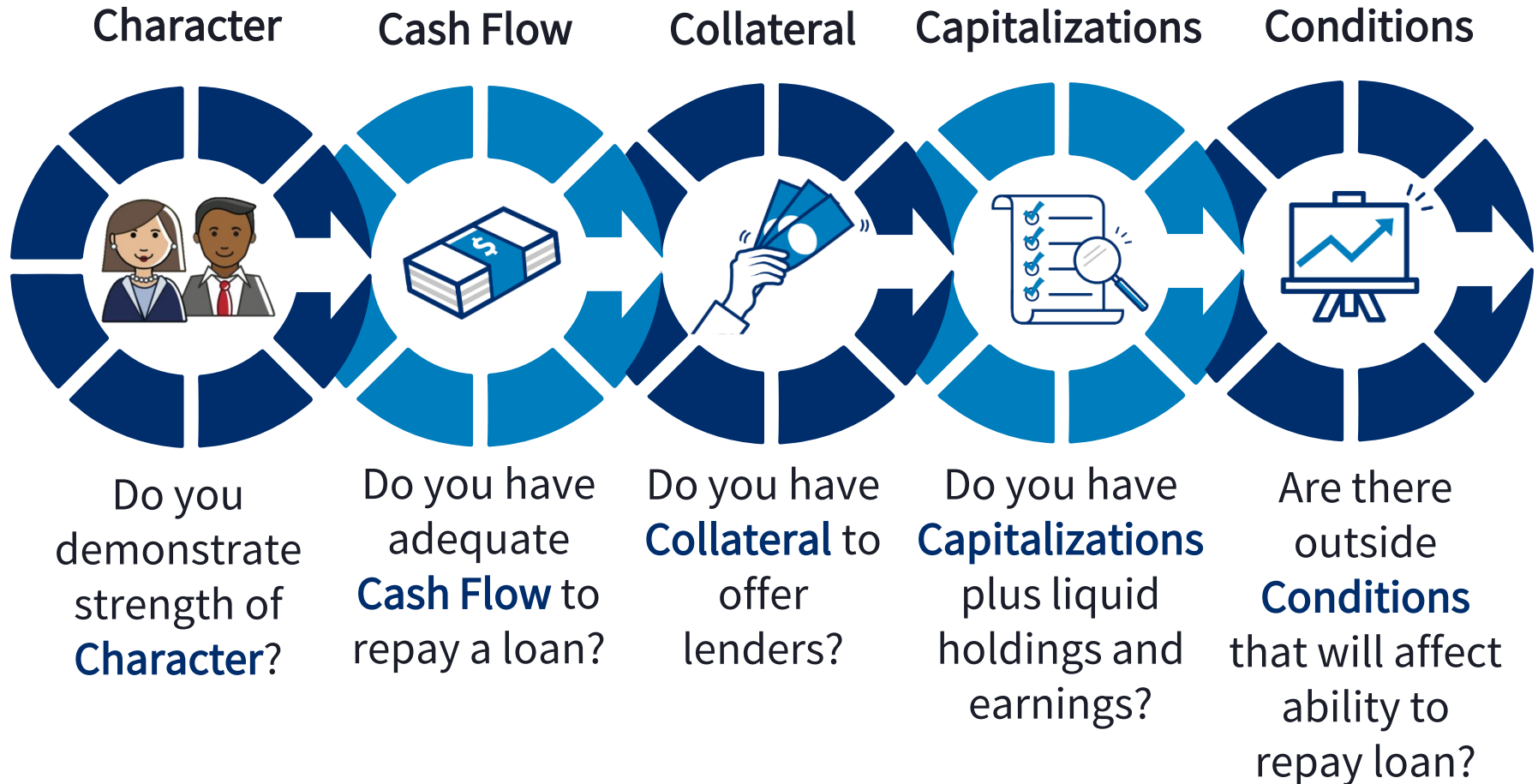
Visit the United States Census Bureau NAICS [website](#) to identify your NAICS code(s)

Traditional Business Plan Format



- ☒ Company Information & Executive Summary
- ☒ Structure
- ☒ Market Analysis
- ☒ Marketing & Sales
- ☒ Service/Product Line
- ☒ Financial Projections

Do You Have Adequate Cash Flow to Finance a Government Contract?



Is Your Business Ready?



Does the Government...
Buy what you sell

Do you have...
Federal contracting experience
Cash, inventory, working capital

Are you capable...
Of fulfilling a government
contract

Do you know...
Where to find contracting
opportunities

How the Government Buys Goods and Services

Government-Wide Contracting Goals

COMPETITION TYPES TO WIN GOVERNMENT CONTRACTS

WORLD'S
LARGEST
BUYER



- \$500,000 billion/year
- 23% federal contract dollars are intended for small businesses

01

Full and Open
Competition

02

Small Business
Set-Asides

03

Sole Source

Competition Types to Win Government Contracts



Full & Open

- Level playing field with full visibility
- Any responsible



Set-Asides

- Rule of Two
- Subcontracting limitations



Sole Source

- One firm can provide
- Compelling urgency
- International agreement
- National security or public interest
- Authorized or required by law
- Allowed under certain small business contracting and business development programs, such as 8(a)

Set-Aside for Certification Programs and Socio-Economic Categories

Targeted set-asides and acquisition goals:

**Women-Owned Small Businesses
(5%)**

**Small Disadvantaged Businesses
(including 8(a) certified) (5%)**

HUBZone Businesses (3%)

**Service-Disabled Veteran-Owned
Small Businesses (3%)**



Set-asides are reserved for small business between \$3,500 (Micro-purchase Threshold) to \$250,000 (Simplified Acquisition Threshold)

Primary Methods of Contracting

01

Micro-purchases

Not requiring competitive bids and paid for by Government Purchase Card/Credit Card

02

Simplified Acquisition Process

Purchases \$3,500 - \$250,000

03

Sealed Bidding

Used when government has a need for services/supplies that is clear, specific and complete. NO negotiation prior to award.

04

Contract by Negotiation

Technical products valued at \$150,000 or more. Negotiation allowed prior to award that considers more than price-related factors



Types of Contracts



Indefinite Delivery, Indefinite Quantity

- Definite quantity and requirement contracts
- Indefinite Delivery, Indefinite Quantity Contract (IDIQ)

Time, Materials & Labor

- Acquiring supplies/services based on direct labor hours at a fixed hourly rate

Incentive

- Supplies/services acquired at lower costs

Fixed Price

- Economic price
- Incentive contract

Cost Reimbursement

- Payment of allowed incurred cost

Agreements



01 | Basic Order Agreement (BOA)

- Not a contract
- Expedites contracting for uncertain requirements



02 | Blanket Purchase Agreement (BPA)

- Method of filling anticipated repetitive needs for supplies and services

Marketing Your Business & Identifying Federal Opportunities

Research Your Market



Know what agencies buy your products and services



Find your niche, competition is fierce

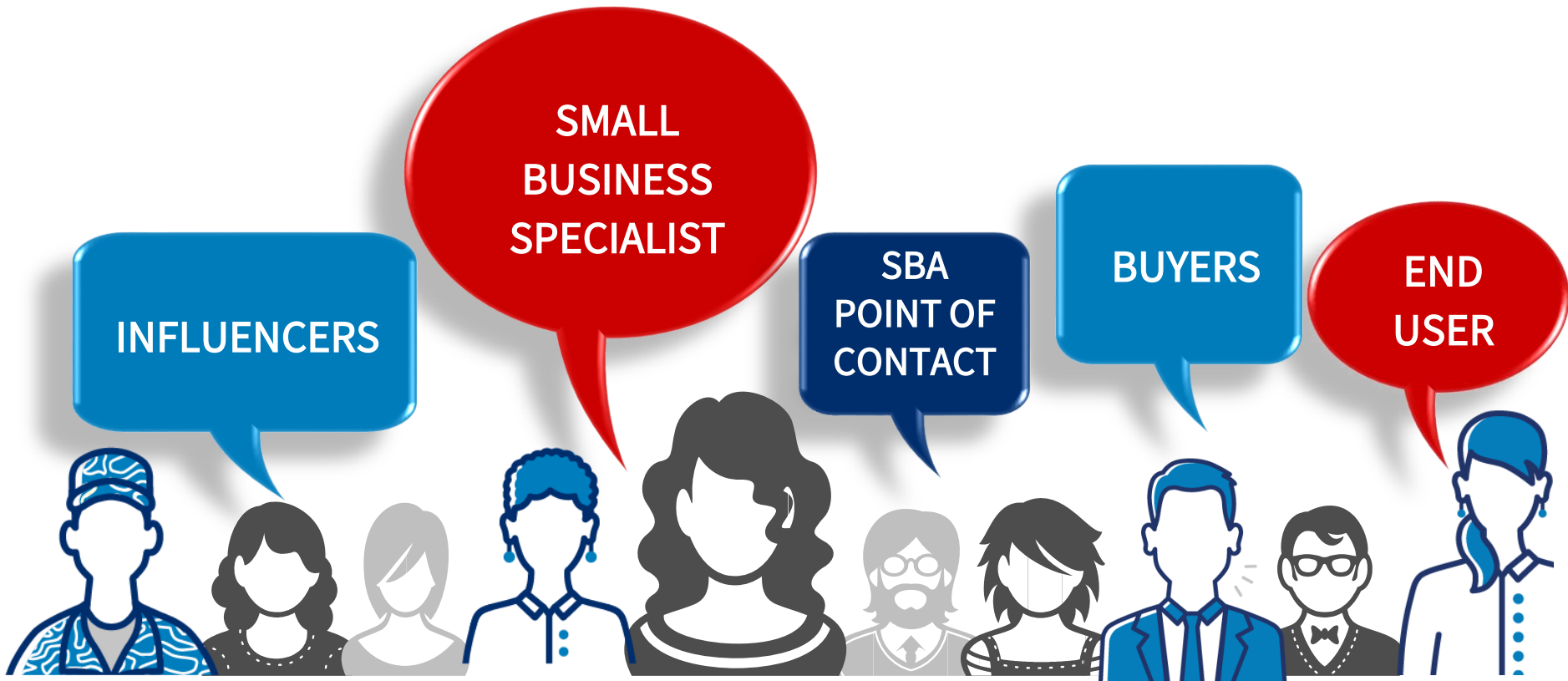


Understand areas of government spending

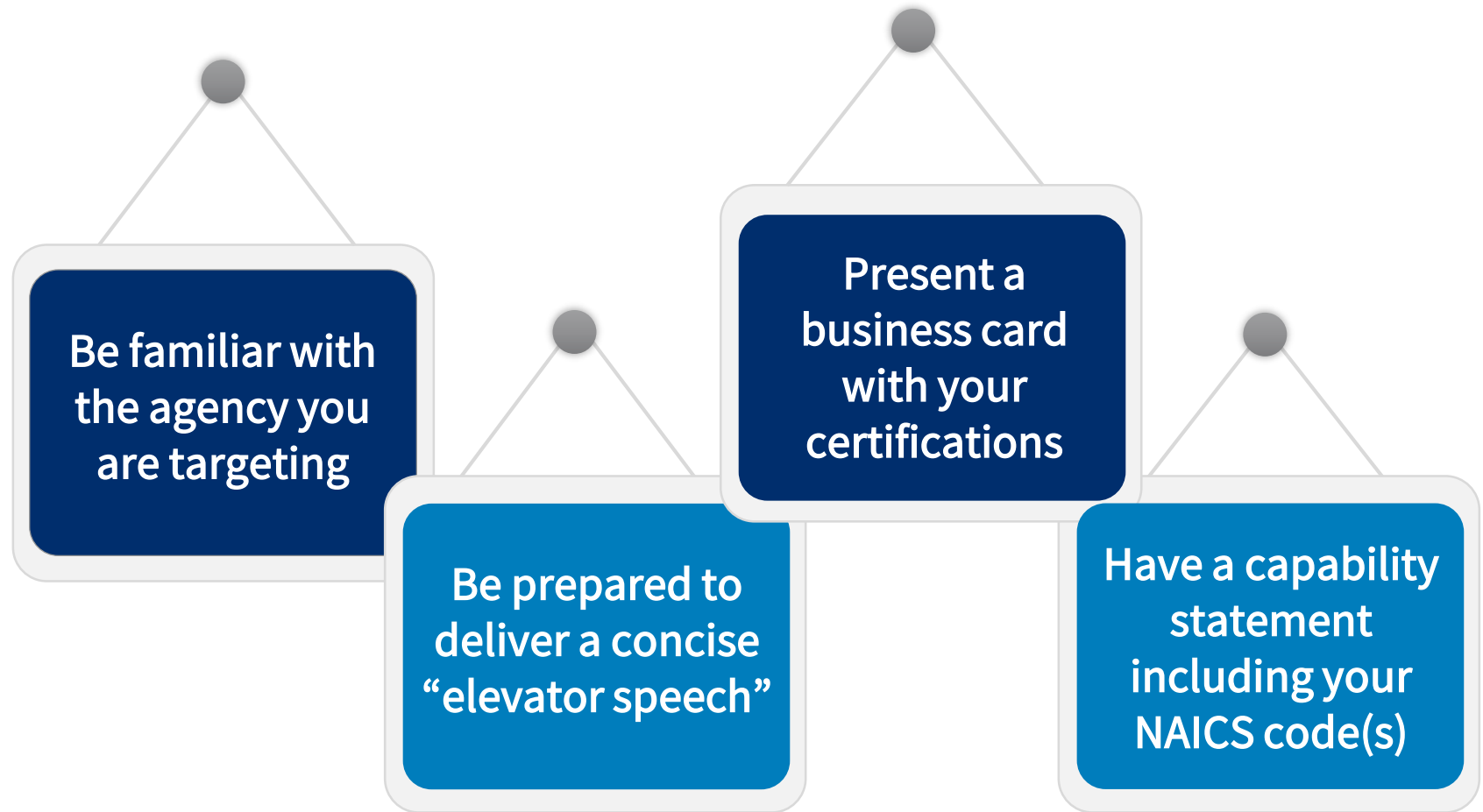


Know your competition and their contracts

Understand Your Customers



Ingredients to Making a Favorable Impression



What is a Capability Statement?

1



Purpose

- Proof of Qualification
- Introduction

2



Marketing

- Door Opener
- Captivate Customers

3



What Is It

- Business Resume
- Relationship Builder

4



How to Use It

- Prime or Teaming Opportunities
- Part of a Sources Sought or Request for Information Response

Core Elements of a Capability Statement



Title

- Include firm's logo
- Other branding elements

Corporate Data

- Office locations and contact information

Company Data

- Financial stability/capacity
- Number of employees/teams
- DUNS, CAGE, NAICS
- GSA Schedule



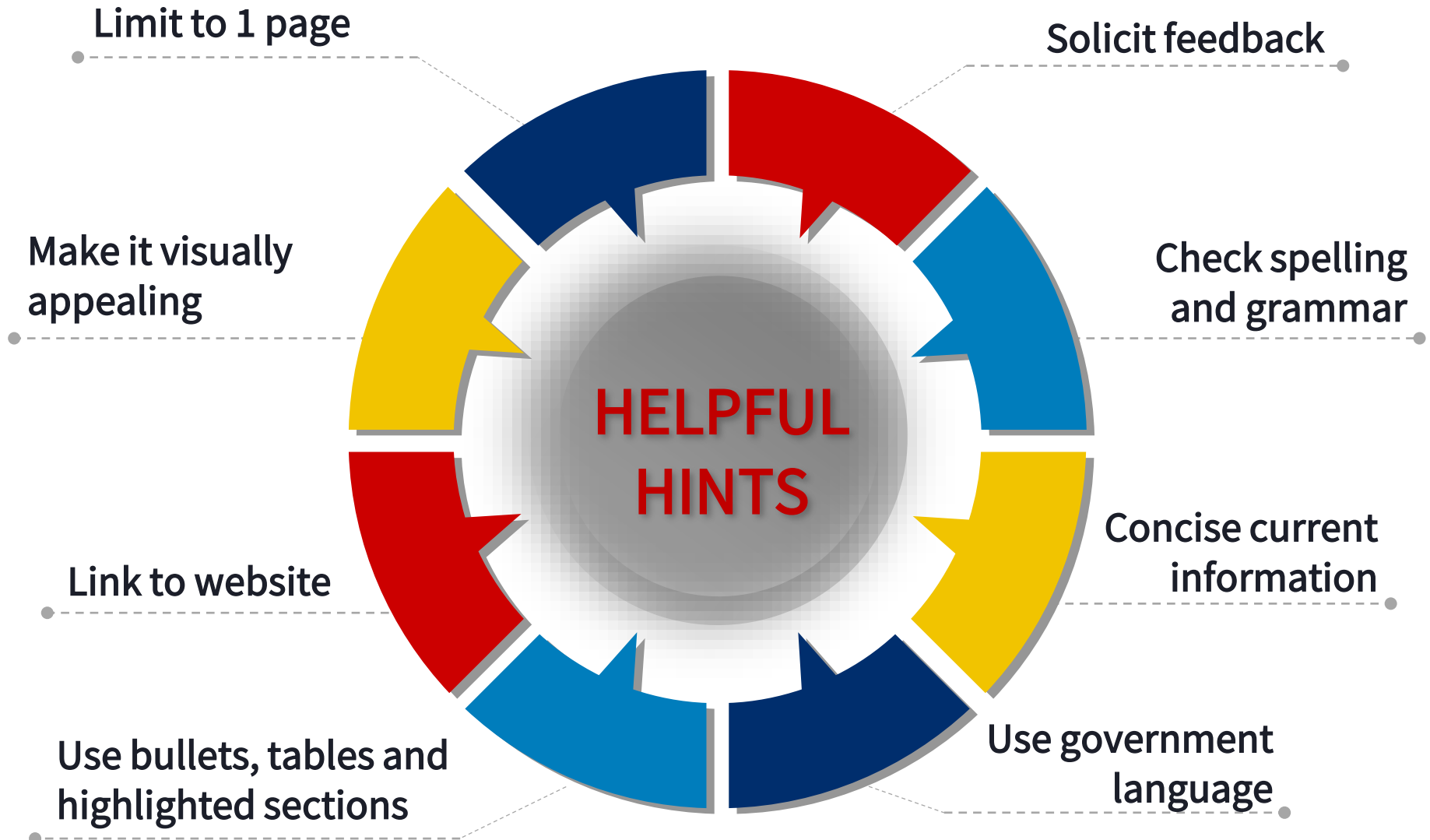
Past Performance

- Show your benefits
- List your past customers
- Types of contracts

Unique Features

- What sets you apart?
- What is the benefit?
- Socio-economic certifications
- Insurance and bonding capacity

Tips for Better Capability Statements



Keys to a Successful Meeting



01

Request a Meeting

- Do your homework
- Give specific reasons for meeting

02

Conduct Pre-Meeting Research

- Keep track of past, current and future opportunities

03

Post Meeting

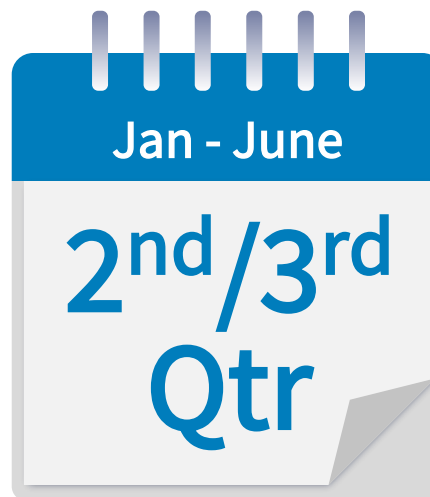
- If you made promises at meeting, keep them!
- Write a thank you note
- Ask them to share information

Write a Government Marketing Plan

Government Fiscal Year: October - September



Raising Awareness
and Building
Relationships



Lead Generation
Campaigns &
Response



Last Minute Offers
and Awareness
Campaigns

Speak the Government's Language



Rework your message

Ask questions

List contract vehicles

Stress contracting expertise

Proof your message

How to Find Decision Makers



Call and Make an Appointment



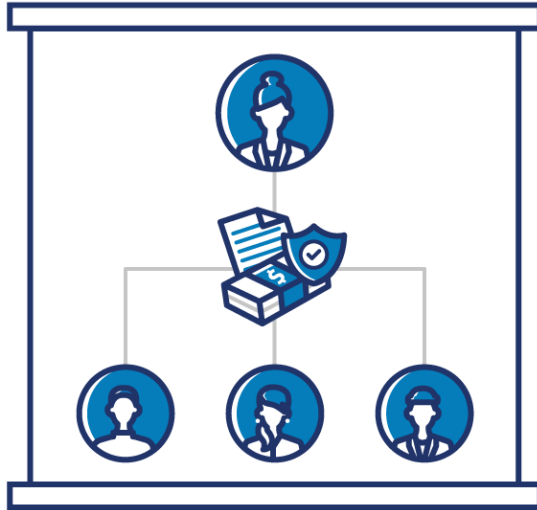
Network and Contact a
Small Business Specialist



Submit an Invitation to Bid

Prime and Subcontracting

Prime and Subcontractor Relationship



DEFINITIONS

Prime Contractor:

A person who has entered into a prime contract with the U.S.

Subcontractor:

A person or business that is awarded a subcontract to provide supplies or services necessary in the performance of another's contract.

- Prime controls relationship
- Prime and subcontractor need to work as a cohesive, high-performance team
- Planning and communication leads to more successful contract

Consider Subcontracting



Build Capacity

- Land a Contract

Work with a Prime

- Teaming Agreement
- Joint Venture
- Mentor Protégé

Enhance Past Performance

- Gain Experience
- Expand Opportunities

How the Government Can Help

Procurement Assistance

SBA Resources

- Business Opportunity Specialist
- Procurement Center Representative

Procurement Technical Assistance Centers

- Government contract assistance
- Consulting and workshops
- Information and resources

Marketing Resources

- [FedBizOpps](#)
- [Federal Procurement Data System](#)
- [System for Award Management](#)
- [Dynamic Small Business Search System](#)
- [Subcontracting Networking System \(SubNet\)](#)

Other Resources

- [USASpending](#)
- [GSA Subcontracting Directory](#)
- DoD Prime Contracting Directory



General Services Administration (GSA) Schedule

Consider becoming a GSA Schedule Contractor



Requires prequalification



Gets your company on the schedule



Benefits the customer



Allows you to market your schedule



Accesses preferred vendor lists

To Get Started...

dun & bradstreet



1

Obtain a Data
Universal Number
System (DUNS)
(866) 705-5711

[Click Here](#)



2

Register in the
System for Award
Management
(SAM)

[Click Here](#)

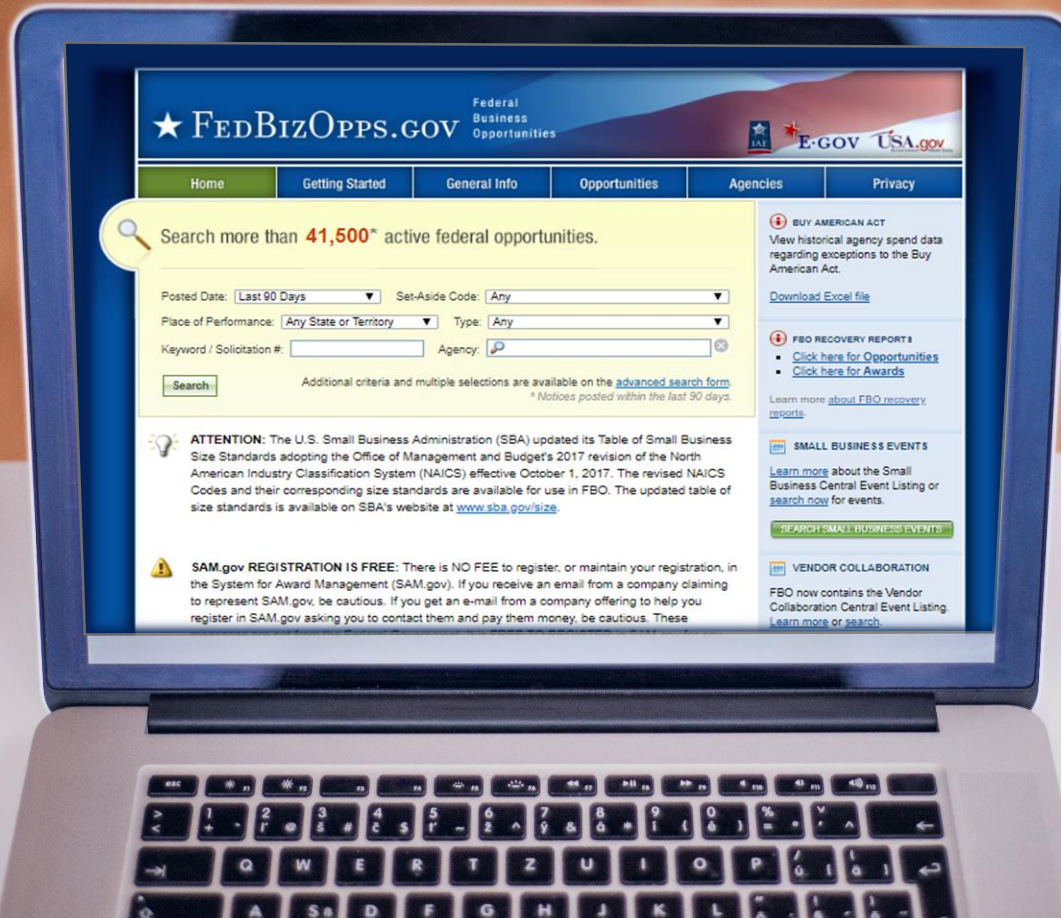


3

Obtain a
Commercial and
Government
Entity
(CAGE) Code

[Click Here](#)

Advantages of Registering with FBO.gov



- Basic Search
- Advanced Searches
- Opportunity Searches
- Notices

Get to Work and Submit Your Bid

1



Find a Promising Opportunity

- Evaluate pricing
 - Demonstrate past performance
 - Target agency's needs and goals
-

2



Submit your Bid and Wait

- Submit bid
 - Wait for response
 - Prepare for oral presentation (if needed)
-

3



Request a Debrief

- Understand why you won/lost
- Evaluate marketing and bidding strategy
- Look for strengths and weaknesses

Where To Go for Help

District Office & Local Resources

SBA EL PASO DISTRICT OFFICE: 915-834-4600

<https://www.sba.gov/offices/district/tx/el-paso>

SMALL BUSINESS DEVELOPMENT CENTER: 915-831-7743

<https://elpasosbdc.net>

WOMEN'S BUSINESS BORDER CENTER: 915-566-4066

<http://www.womenbordercenter.com/>

SERVICE CORPS OF RETIRED EXECUTIVES: 915-538-2489

<https://elpaso.score.org/>

EL PASO COMMUNITY COLLEGE CONTRACT OPPORTUNITIES CENTER:

915-831-7745 <http://www.elpasococ.org/>